

METHOD AND SYSTEM FOR  
REQUEST BASED ADVERTISING ON A MOBILE PHONE

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## ABSTRACT OF THE DISCLOSURE

A system for implementing a method for communicating an advertisement is disclosed. The system comprises a primary call center, a mobile station, a base station, and an advertiser call center. When the mobile station is registered with the base station, one or more keywords can be transmitted from the mobile station to the primary call center to thereby pull desired types of advertisements to the mobile station. The primary call center transmits advertisements identically or equivalently matching the keywords. Alternatively, the primary call center transmits advertisements that also match a location of the mobile station and/or a user profile corresponding to the mobile station.

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